



Montana State Library

Rebranding Project – Phase Two | LIB22-0029LS

ATTACHMENT A - Scope of Work

June 15, 2023

For review by Sean Anderson, Grants & Contracts Coordinator



HOFFMAN YORK

SITUATION:

Based on the new brand developed in 2022, Montana State Library (MSL) seeks to continue the implementation of its rebranding strategy in fiscal year 2024. As MSL provides a multitude of services not offered by traditional libraries, the new brand allows the agency to fully represent its services and value to librarians, state agencies and local municipalities, professionals and other Montanans.

As MSL’s marketing and media partner, Hoffman York (HY) will support this initiative through campaign planning, creative development and execution, as well as media buying, monitoring and reporting, under four discrete programs:

1. Overall Brand Awareness (continuation from FY23)
2. Talking Book Services (execution of plan developed in FY23)
3. Real Time Network Campaign (builds on brand work started in 2023)
4. Cadastral Relaunch

ASSIGNMENT & BUDGET:

1. OVERALL BRAND AWARENESS	
Hoffman York recommends extending the current awareness-building social media campaign through the end of calendar year 2023 utilizing a series of two 3-week “pulses.”	
Campaign Management	\$6,000
HY media and client service teams will launch, monitor and report on campaign performance.	Deliverables: <ul style="list-style-type: none"> Media authorizations issued for final MSL approval prior to purchase 2x campaign performance reports Full Awareness Campaign wrap report
Media Out-of-pocket (OOP)	\$30,000
Two 3-week pulses, using existing creative, on Meta (Facebook and Instagram). Timing TBD (e.g., August & October)	Deliverables: <ul style="list-style-type: none"> 2.4MM impressions and approximately 20,000 clicks expected.
SUBTOTAL:	\$36,000



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2. TALKING BOOK SERVICES PLAN EXECUTION	
In FY23, Hoffman York presented a plan to grow usership of MSL’s Talking Book/BARD services through an integrated communications plan comprised of the following:	
Campaign Execution	\$20,000
HY’s client service team will oversee all aspects of the campaign, including copy development for web, creative deliverables and media services. Client services will work collaboratively with MSL stakeholders to inform messaging and content for the campaign as needed.	Deliverables: <ul style="list-style-type: none"> • Strategic direction • Overall project, timeline and budget management, which includes: <ul style="list-style-type: none"> ○ Ensure internal routing and review of deliverables prior to sharing with MSL ○ Ensure deliverables meet all strategic, brand and/or media specifications ○ Schedule and attend meetings; agency resource allocation
UX Writing	\$6,000
Using copy developed by HY and MSL in tandem, HY’s User Experience (UX) writer will develop new, search optimized content for Talking Book landing pages on msl.mt.gov.	Deliverables: <ul style="list-style-type: none"> • Recommendation for streamlining and optimizing landing pages • Copy manuscripts for up to five pages
Creative Services	\$20,000
Based on the approved plan, HY Creative team will execute each tactic. Includes copywriting, design and release of final files as needed. Includes two rounds of revision. <i>Does not include out-of-pocket production costs such as printing or video production, which will be estimated separately.</i>	Recommended Deliverables (pending final approval): <ul style="list-style-type: none"> • One-sheeter • Three (3) pieces of branded content such as use case, comparison graphic, demo video • Graphics/copy/talking points to support presentation
Media Services	\$15,000
HY Public Relations team will develop and execute press release. HY’s Search Strategist will build out campaign comprised of 3-5 ad groups and monitor and report for 6 months.	Deliverables: <ul style="list-style-type: none"> • Press release (MT media) • Responsive ad copy consisting of a minimum of 3 headlines and 2 descriptions each. • Campaign reporting



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Press Release Out-of-pocket (1x)	\$1,000
SEM Out-of-pocket (6 months)	\$450
SUBTOTAL:	\$62,450

3. REAL TIME NETWORK CAMPAIGN	
HY and MSL will continue work begun in FY23 to increase subscriptions to the state’s Real Time Network among targeted audiences.	
Campaign Planning and Execution	\$25,000
HY client service and media teams will collaborate with MSL on a final campaign plan. We will revisit the FY23 recommendation in light of any new information, needs, and goals, and solidify the tactical recommendation.	Deliverables: <ul style="list-style-type: none"> • Revised RTN Campaign Plan • Media services to support the plan (e.g., press release development, influencer management) • Overall project, budget and timeline management as outlined above • Campaign reporting
UX Writing	\$5,000
Using copy developed by HY and MSL in tandem, HY’s User Experience (UX) writer will develop new, search optimized content for Real Time Network landing pages on msl.mt.gov.	Deliverables: <ul style="list-style-type: none"> • Recommendation for organizing and optimizing landing pages • Copy manuscripts for up to three pages
Creative Services	\$20,000
Based on the approved plan, HY Creative team will execute each tactic with copywriting, design and release of final files as needed. Includes two rounds of revision. <i>Does not include out-of-pocket production costs such as printing or video production, which will be estimated separately.</i>	Deliverables may include: <ul style="list-style-type: none"> • One-sheeter and/or other collateral • Use cases and/or testimonials • Video demonstration
Press Release Out-of-pocket (1x)	\$1,000
Influencer Out-of-pocket	\$4,500
Media Out-of-pocket	\$21,050
SUBTOTAL:	\$76,550



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4. CADASTRAL RELAUNCH	
In FY24, MSL will be improving the functionality and user experience of their Cadastral application, which provides an opportunity to create awareness and ultimately increase usership.	
Campaign Planning and Execution	\$25,000
HY client service and media teams will collaborate with MSL to develop and execute a plan to relaunch the Cadastral and increase usership.	Deliverables: <ul style="list-style-type: none"> • Stakeholder interviews as needed • Integrated communications plan and strategic direction • Client services and media services to support the approved plan, as needed • Overall project, budget and timeline management as outlined above • Campaign reporting
Creative Services	\$20,000
To support the approved tactical recommendation, HY Creative team will provide copywriting, design and release of final files as needed. Includes two rounds of revision. <i>Does not include out-of-pocket production costs such as printing or video production, which will be estimated separately.</i>	Deliverables TBD but may include: <ul style="list-style-type: none"> • Social ads • Banner ads • Collateral
Media Out-of-pocket	\$30,000
SUBTOTAL:	\$75,000

CAMPAIGN SUMMARY	
Agency Services	\$162,000
Out-of-pocket Costs	\$88,000
TOTAL:	\$250,000

Out-of-Pocket Line Items

Individual estimates will be issued for MSL approval prior to any out-of-pocket expenditures.

Out-of-Pocket Costs will be billed to Montana State Library for payment by the time the vendor is due the money, and as such, fall outside the schedule outlined below.



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AUTHORIZATION

Each of the parties has agreed that this Hoffman York Proposal be executed on behalf of Montana State Library by its duly authorized representative per the signatures below.

Hoffman York

Montana State Library

Signature/Date

Signature/Date

Name/Title

Name/Title